

## Message Text

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42

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 FTC-01 L-02 CIAE-00 DODE-00

INR-07 NSAE-00 PA-02 RSC-01 USIA-15 PRS-01 SP-02 SS-15

NSC-05 COME-00 STR-04 /075 W  
----- 026950

R 241532Z JAN 75

FM AMEMBASSY BERN

TO SECSTATE WASHDC 147

INFO AMCONSUL ZURICH

UNCLAS BERN 0346

E.O. 11652: N/A

TAGS: PFOR, ETRD, SZ

SUBJECT: ANTITRUST: FTC INVESTIGATION OF NESTLE'S ACQUISITION  
OF STOUFFER

REF: A) STATE 15487; B) STATE 13488; C) STATE 12855

### 1. SWISS

PRESS COVERAGE OF FTC DECISIONS ON NESTLE'S  
ACQUISITIONS OF LIBBY AND STOUFFER HAS BEEN LOW-KEY AND  
FACTUAL. WHILE SOMEWHAT MORE EMPHASIS GENERALLY GIVEN TO  
ANTITRUST ACTION ON STOUFFER, FAVORABLE FTC DECISION ON  
LIBBY ACQUISITION HAS RECEIVED FULL COVERAGE. INITIAL PRESS  
COVERAGE DREW HEAVILY ON BALANCED STATEMENT ISSUED BY  
NESTLE IN NEW YORK BUT SUBSEQUENT TREATMENT FROM SWISS  
MEDIA REPRESENTATIVES IN WASHINGTON REFLECTED JANUARY 22  
STATE DEPARTMENT/FTC BRIEFING.

2. THERE HAS BEEN NO EDITORIAL COMMENT AS YET, BUT  
ARTICLE BY TRIBUNE DE GENEVE WASHINGTON CORRESPONDENT  
(DOMINIQUE VON BURG) NOTED THAT SWISS DIPLOMATS, WITH  
SUPPORT OF DEPARTMENT OF STATE, MADE EFFORT MINIMIZE  
ADVERSE REPERCUSSIONS ON U.S.-SWISS RELATIONS. ARTICLE  
ALSO STATES SWISS SHOULD NOT OVERREACT TO ANTITRUST CHARGE  
AGAINST NESTLE AND MAKES POINT THAT PROBLEM SHOULD BE KEPT  
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SEPARATE FROM OTHER BILATERAL MATTERS SUCH AS RATIFICATION

OF JUDICIAL ASSISTANCE TREATY.

3. WE HAVE RECEIVED NO REACTIONS FROM GOS OFFICIALS OR  
SWISS BUSINESSMEN.

4. EMBASSY VERY APPRECIATIVE OF ADVANCE INFORMATION  
PROVIDED REFTELS B AND C, ADVANCE NOTIFICATIONS JANUARY 16  
OF AMBASSADORS JOLLES AND SCHNYDER, AND HELPFUL EFFORTS OF  
FTC AND DEPARTMENT, PARTICULARLY WITH JOURNALISTS, TO PUT  
CASE INTO PROPER PERSPECTIVE.  
PERCIVAL

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## Message Attributes

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